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NEWSLETTER

Vol.1, No.11.A and B April 1, 1943

PRINCIPLES OF MARKETING

By F.E. Clark and C.F. Clark

Macmillan co., 1942. 828p., illus. 280.3 C54P Ed.3

Comments by John C. Seymour, Atlanta Regional Office,

Food Distribution Administration

"PRINCIPLES OF MARKETING has been revised for the second time and brought up to modern times. Professor Clark (of the Northwestern University School of Commerce) gives a comprehensive and illuminating, if slightly lengthy account of products from the original producer to the consumer. The book serves as somewhat of a shock, even to one conscious of the cumbersomeness of our present system, and a challenge to eliminate some of the waste, the inefficiency, and the high costs involved. Primarily written as a textbook it is excellent for anyone who wishes to go rather deeply into the study of marketing. It is resplendent with bibliography for even further study." Partial contents: Marketing farm products; Cooperative marketing of farm products; Manufacturer-middleman relations; The consumer and marketing; The relation of the State to marketing.

SELECTED LIST OF BOOKS AND PAMPHLETS

ADMINISTRATIVE MANAGEMENT

Glaser, Comstock. ADMINISTRATIVE PROCEDURE. A PRACTICAL HANDBOOK FOR THE ADMINISTRATIVE ANALYST. American council on public affairs,

Washington, D.C. (c1941) 207p. 249 G

Discusses government procedures; the author was formerly employed as Assistant Procedure Analyst in the Office of Budget and Finance, USDA.

Person, H.S. RESEARCH AND PLANNING AS FUNCTIONS OF ADMINISTRATION AND MANAGEMENT. PHOTOSTAT from PUBLIC ADMIN. REV., vol.1, no. 1, Autumn 1940, p. 65-73.

This article will be of interest to readers on the waiting list for the report by the War Dept. on "Administrative planning agencies in the federal government." It is recommended as a guide in the study of Work Planning.

CLOTHING AND DRESS

Comstock, H.L. CLOTHING HANDBOOK FOR 4-H GIRLS. DELAWARE AGR. EXTEN.

BUL. 22, 92p., illus. Newark, 1935.

FERTILIZERS

Bear, F.E. SOILS AND FERTILIZERS. Wiley, 1942. 374p., illus. 56.7 B38 Ed.3

Hambidge, Gove, ed. HUNGER SIGNS IN CROPS. American society of agronomy and the National fertilizer association, Washington, D C., 1941. 327p. illus. 463.34 Am3

FOOD--DRYING

DRYING FOOD FOR VICTORY MEALS AS PREPARED BY THE U.S.DEPT. OF AGRICULTURE. CLEMSON AGR. COL., EXTEN. CIRC. 216, 8p., illus. 1942.

GARDENING

Nissley, C.H. HOME VEGETABLE GARDENING. Rutgers univ. press, New Brunswick, N.J., 1942. 246p. illus. 91.15 N63

INSECTS

Elmore, J.C. THE PEPPER WEEVIL. U.S. DEPT. AGR., LEAFLET 226, 8p., illus. Govt. print. off., 1942.

LIVE STOCK

Chapman, P.W., and Sheffer, L.M. LIVESTOCK FARMING. Turner E. Smith and co., Atlanta, Ga. (c1936) 720p., illus. 40 C362  
A handbook of information in textbook form. Contents: Dairy cattle; Beef cattle; Swine; Sheep; Horses and mules; Poultry.

NUTRITION

DIET FOR THE SCHOOL CHILD. U.S. DEPT. OF INTERIOR, BUR. EDUC., HEALTH EDUC. SERIES NO. 2, 14p. illus. Govt. print. off., 1919.

McCullum, E.V., and Becker, J.E. FOOD NUTRITION AND HEALTH. Baltimore, Md., 1940. 127p. 389.1 M13F Ed.5

Sense, Eleonora. AMERICA'S NUTRITION PRIMER; WHAT TO EAT AND WHY.

M. Barrows and co., New York, 1941. 95p. illus. 389.1 Se5

OFFICE MANAGEMENT

Niles, H.E., and Niles, Mary C. THE OFFICE SUPERVISOR, HIS RELATIONS TO PERSONS AND TO WORK. Wiley, 1942. 269p. illus. 249.2 N59 Ed.2

PERSONNEL ADMINISTRATION

Civil service assembly of the United States and Canada. POSITION-CLASSIFICATION IN THE PUBLIC SERVICE. Civil service assembly, Chicago, 1941. 404p., forms. 249.3 C

Civil service assembly of the United States and Canada. RECRUITING APPLICANTS FOR THE PUBLIC SERVICE. Civil service assembly, Chicago, 1942. 200p. 249.3 C492R

PLANTS, EDIBLE

Medsker, O.P. EDIBLE WILD PLANTS. Macmillan co., 1939, 323p. illus. 77 M46

Describes and gives recipes for using wild fruits, nuts, seeds, salad plants, roots and tubers, beverage and flavoring plants, sugars and gums, mushrooms. A key to edible plants of the Southern States begins on page 259.

POSTWAR PLANNING

Condliffe, J.B. THE ECONOMIC PATTERN OF WORLD POPULATION. NATL. PLANNING ASSOC., PLANNING PAMPHLET 18, 54p., illus. Washington, D.C., 1943.

Analyzes the economic significance of world population statistics, upon which plans for postwar reorganization must be based.

Motherwell, Hiram. THE STRATEGY OF FEEDING EUROPE. OUR GREATEST POSTWAR OPPORTUNITY. CLIPPING from HARPERS MAG., Jan. 1943, p.157-163.

National resources planning board. NATIONAL RESOURCES DEVELOPMENT REPORT FOR 1943. PART I. POST-WAR PLAN AND PROGRAM. Washington, D.C., 1943. 81p.

RANGE MANAGEMENT

Stoddart, L.D., and Smith, A.D. RANGE MANAGEMENT. McGraw-Hill, 1943. 547p., illus. 60.1 St6

TIRES, MOTOR TRUCK

U.S. War production board. TIRE AND TRUCK CONSERVATION IN FOREST INDUSTRIES. Govt. print. off., 1943, 14p., illus. tables.